



Job Title: Business Development Manager

Location: Wyre Stadium at Firhill, Glasgow

Reports to: General Manager

Contract Type: Full-time, Permanent

Salary: Circa £40,000 p/a, with performance-related bonus

How to apply: Email CV with cover letter to recruitment@ptfc.co.uk

Application deadline: Friday 28th February. Please note, due to an expected high volume of applications the advert may be closed earlier than the application deadline stated above. Early application is advised.

Overview:

Partick Thistle FC is seeking an ambitious and commercially driven Business Development Manager to lead the club's sponsorship and advertising sales operation. This role will be responsible for driving revenue growth through strategic commercial partnerships, leading a two-person sales team, and ensuring that the club maximises its commercial potential.

Reporting to the General Manager, the Business Development Manager will play a key role in shaping the club's commercial strategy, identifying new revenue streams, and fostering long-term relationships with sponsors, advertisers, and corporate partners.

This is a senior sales role that requires a proactive, results-focused individual with experience in business development and a strong network in the commercial sector. The ideal candidate will have a proven track record in securing high-value partnerships, managing sales teams and delivering against financial targets as well as designing and implementing long-term strategies.

We are looking for someone who:

- Has a strong background in business development, sales or commercial partnerships
- Can strategically grow the club's commercial income by identifying and securing new opportunities
- Has experience leading a sales team, setting targets and driving performance
- Can confidently negotiate and close high-value sponsorship and advertising deals
- Understands the commercial landscape within football or the wider sports and events industry

This role is ideal for a driven sales professional with leadership experience, looking to take ownership of a commercial operation within a football club.

Key Responsibilities:

As Business Development Manager, you will:

- Develop and implement a commercial strategy to drive sponsorship and advertising sales revenue
- Lead, manage and mentor the Commercial Sales Executive, ensuring sales targets are met or exceeded
- Identify, prospect and secure new high-value sponsorship and advertising partnerships
- Build and maintain strong relationships with key business stakeholders and corporate partners
- Oversee the club's full portfolio of commercial assets, including match sponsorships, perimeter boards, digital advertising, player sponsorships and other revenue-generating opportunities
- Create compelling sales pitches and proposals tailored to potential sponsors / partners
- Represent the club at networking events and industry functions, expanding the club's commercial reach
- Work closely with the General Manager to align commercial activities with the club's strategic objectives
- Ensure all sponsorship agreements are fulfilled to a high standard, maintaining strong partner retention rates
- Monitor revenue performance and provide regular reports and insights to senior management

Qualifications and Skills:

Essential

- Proven track record in business development, commercial sales, or sponsorship acquisition
- Strong negotiation and closing skills with experience securing high-value partnerships
- Ability to lead and motivate a sales team to achieve revenue targets
- Excellent communication and presentation skills, with the ability to engage senior leaders
- Strategic thinker with the ability to identify and capitalise on new revenue opportunities
- Self-motivated, proactive, and results-oriented

Desirable

- Experience in sports, events, or hospitality sales
- Knowledge of the Scottish business landscape and local networking opportunities
- Understanding of football sponsorship and the commercial landscape of the sport

Personal attributes

- Ambitious and commercially driven, with a strong desire to deliver results
- Confident and persuasive communicator who thrives in sales negotiations
- Organised and strategic, with the ability to prioritise and manage multiple initiatives
- Professional approach and a strong, positive ambassador for the club